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The SOCIETY for the ADVANCEMENT of BEHAVIOR ANALYSIS

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- ☐ *The Behavior Analyst.* Funds provide support for the Editor and an editorial staff in the production of two issues of *The Behavior Analyst* each year.
- ☐ *Concepts and Principles of Behavior Analysis.* Funds provide support for the publication of this work written by Jack L. Michael (Western Michigan University) which is a teaching manual on behavior analysis, including readings, objectives, and tests.

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ABOUT THE BOOK AND THE AUTHOR

JACK MICHAEL is professor of psychology at Western Michigan University. He has been teaching for over thirty-five years and specializes in college instructional technology, the technical terminology of behavior analysis, basic theory regarding motivation, and verbal behavior. It was during his first teaching position in Kansas that he became much influenced by B. F. Skinner's *Science and Human Behavior*. In the years to follow, as a result of his association with the rehabilitation psychologist, Lee Meyerson, he began to apply Skinner's behavioral concepts and methods to problems in the areas of mental retardation, mental illness, and physical disability. His current interest in college instructional technology came mainly as a result of his contact with Fred Keller. He has received a number of awards: Master Lecturer from Western Michigan University; Distinguished Faculty Scholar Award; Outstanding Contributions to the Development of Behavior Analysis; Distinguished Teaching Award; Master Lecturer; Distinguished Teaching Award. In over fifty publications and hundreds of presentations, he has worked to define, clarify, and analyze basic and applied behavioral phenomena. *Concepts and Principles of Behavior Analysis* presents a cross section of his work on many issues and provides a strong base for further study of behavior analysis.

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Editor, *The Behavior Analyst*
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Salem State College
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